fruit, manket, hull

PRODUCE ** HULL Wykeland BEAL



"A UNIQUE, VIBRANT CULTURAL QUARTER WHERE PEOPLE LIVE, WORK AND PLAY."

VISION



HULL IS ON THE





At its heart will be the Fruit Market, an £80m urban regeneration project that is the most significant the city centre has seen.





INITIAL PHASE: **SPACE FOR BUSINESS**, **INDEPENDENT RETAIL & LEISURE** + OVER 100 **NEW HOMES**

OPPORTUNITY

This waterside district will bring an eclectic mix of business, residential, independent retail, leisure, arts and culture in an historic surrounding revitalised in the run up to Hull becoming the UK City of Culture.

Initial phase incorporates 20,000+ sq ft of refurbished retail and leisure space along Humber Street and Pier Street. The time is now to capture local entrepreneurial spirit and drive for growth, trade, jobs, tourism and leisure in a city that will be alive with activity for years to come.

A PLACE FOR EVERYONE

The Fruit Market will be a place for everyone to be part of, mornings to evenings, seven days a week - a new place to live, work and play. A place for all.

This vibrant and cultural quarter will become a warm, welcoming and friendly home, an ambitious, creative and entrepreneurial place to work and a modern, eye-catching destination, all built on one of the most historic and unique parts of the city. WORK WORK

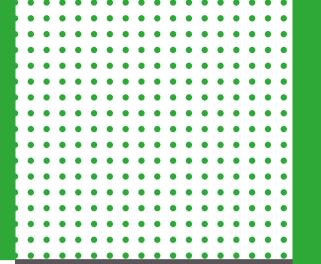
BUSINESS, RESIDENTIAL, ARTS & CULTURE, RETAIL, CAFÉS AND RESTAURANTS IN AN HISTORIC SURROUNDING

MEWS STYLE CITY LIVING

AN ECLECTIC MIX OF DISTINCTIVE INDEPENDENT BUSINESSES



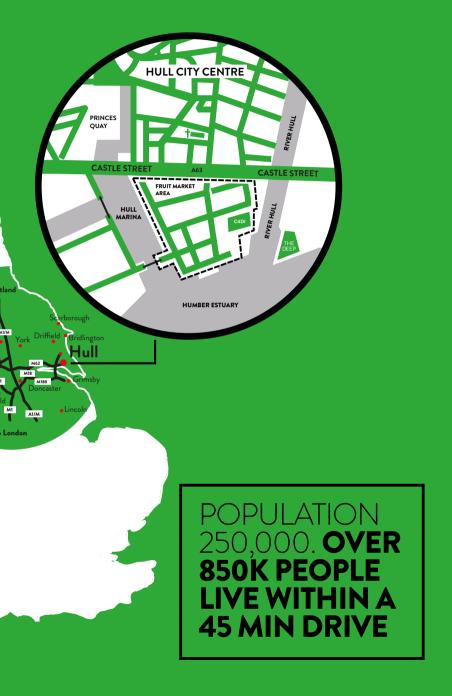
ALL EYES ON US FOR HULL UK CITY OF CULTURE 2017 **30%** OF UK VISITORS MORE LIKELY TO VISIT HULL AS A RESULT OF CITY OF CULTURE 2017



THE TIME IS NOW POPULATION TO GROW BY 10% BY 2021

74%

OF ALL SHOPPING TRIPS COME FROM ITS CORE CATCHMENT AREA Estimated **£184m** of extra tourism spend from **2015-2020** MORE VISITORS TO HULL THAN EVER!



CASTLE STREET

MARINA COURT

1884

MIXED USE

HULL

MARINA

QUEEN STRE

26-27

NELSON

59 58 56

INITIAL PHASE: FIRST AVAILABILITY

- HUMBER STREET -

WELLINGTON STREET

PARE

66-68

PIER

STR

69

RESIDENTIAL

RESIDENTIAL

HUMBERSTREET

WELLINGTON STREET

BLANKET ROV

With a cultural and business renaissance, Humber Street will become the heartbeat to a diverse and stimulating area already in transition.

Disused warehouses and cobbled streets transformed to make way for independent retail, galleries, delis, restaurants and boutiques all within easy reach of Hull's historic Old Town, Marina, The Deep and the city centre.

With the inevitable wave of tourism, a calendar full of world-class events and the city's unbridled push for investment, the Fruit Market and Humber Street will take centre stage.

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73

HUMBER PLACE

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GARRISON ROAD



Stag

MIXED USE

[C4DI]

NELSON STREET

VICTORI

FUTURE MIXED USE DEVELOPMENT

RESIDENTIAL DEVELOPMENT



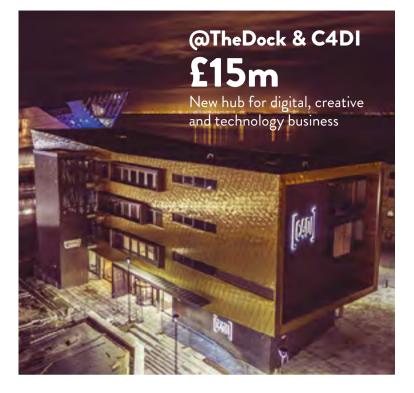
THE FRUIT MARKET LLP

CHANGE IS HAPPENING

£1.5m

Public realm Humber Street refurbishment programme

Artist's impression of Humber Street



Stage@TheDock 350 SEAT

Amphitheatre within historic central dry dock.

YOU'RE IN GOOD HANDS





Wykeland **BEAL**

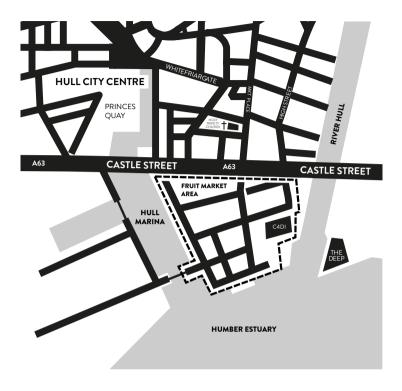
Working in partnership with Hull City Council.

WykelandBeal is a brand new joint venture between two Hull-based businesses with an exemplary track record in delivering quality commercial, retail and residential developments.

Wykeland Group and Beal Homes believe physical, social and cultural regeneration are inextricably linked and we work with our partners and local people to ensure our developments deliver enduring community benefits.

Both have a proud, long-term track record of bringing vacant and derelict land to life, stimulating economic and cultural development and changing the local landscape for the better.





The Fruit Market is easily accessed from the A63 dual carriageway with several car parks and public transport links nearby.

Hull is a city of over 250,000 people and a key component of the Yorkshire and North of England economies. Yorkshire's only maritime City, Hull is a major gateway to European markets and the City benefits from direct road links via the M62 to the national motorway network; direct rail services to London, Leeds and Manchester and proximity to a number of regional airports.

Sat Nav HU1 1UU

A UNIQUE PRODUCT. **A UNIQUE OPPORTUNITY**.



In partnership with Hull City Council

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